

WHAT IS CLAIMED IS:

- 1 1. A method for centrally managing localized programming in
2 a cable television network, the cable television network including a headend,
3 distributed cable television signals originating at the headend and the headend
4 receiving content for distribution from a content source, wherein a local service area
5 served by the headend has a channel lineup including a network channel carrying
6 network broadcast programming, and wherein the cable television network includes
7 an electronic video playback device associated with the local service area, the
8 method comprising:
9 establishing a central management facility;
10 providing non-live content to the central management facility;
11 processing the non-live content at the central management facility to
12 create at least one file and an associated play schedule;
13 distributing the at least one file and the associated play schedule to
14 the electronic video playback device which is associated with the local service area
15 and which is part of the cable television network; and
16 playing the at least one file as video programming over the network
17 channel according to the associated play schedule and otherwise passing the network
18 channel carried network broadcast programming over the network channel whereby
19 local non-live content play scheduling may be centrally managed for multiple local
20 service areas and may be independently controlled from local service area to local
21 service area.
- 1 2. The method of claim 1 wherein the central management
2 facility is in communication with the electronic video playback device over an
3 addressable content delivery network, and wherein distributing further comprises:
4 distributing the at least one file and the associated play schedule to
5 the electronic video playback device over the addressable content delivery network.
- 1 3. The method of claim 2 wherein addressable content delivery
2 network is independent of the cable television network.

1 4. A method for centrally managing localized programming in
2 a cable television network, the cable television network including a headend,
3 distributed cable television signals originating at the headend and the headend
4 receiving content for distribution from a content source, wherein a plurality of local
5 service areas are served by the headend and each has a channel lineup including a
6 network channel carrying network broadcast programming, and wherein the cable
7 television network includes an electronic video playback device associated with each
8 local service area, the method comprising:
9 establishing a central management facility;
10 providing non-live content to the central management facility;
11 processing the non-live content at the central management facility to
12 create at least one file and an associated play schedule;
13 distributing the at least one file and the associated play schedule to
14 the electronic video playback devices which are associated with the local service
15 areas and which are part of the cable television network; and
16 at each electronic video playback device, playing the at least one file
17 as video programming over the network channel according to the associated play
18 schedule and otherwise passing the network channel carried network broadcast
19 programming over the network channel whereby local non-live content play
20 scheduling may be centrally managed for the plurality of local service areas and may
21 be independently controlled for each local service area.

1 5. The method of claim 4 wherein the central management
2 facility is in communication with the electronic video playback devices over an
3 addressable content delivery network, and wherein distributing further comprises:
4 distributing the at least one file and the associated play schedule to
5 the electronic video playback devices over the addressable content delivery network.

1 6. The method of claim 5 wherein addressable content delivery
2 network is independent of the cable television network.

1 7. A system for centrally managing localized programming in a
2 cable television network, the cable television network including a headend,

distributed cable television signals originating at the headend and the headend receiving content for distribution from a content source, wherein a local service area served by the headend has a channel lineup including a network channel carrying network broadcast programming, the system comprising:

an electronic video playback device associated with the local service area; and

a central management facility for receiving non-live content, for processing the non-live content to create at least one file and an associated play schedule, and for distributing the at least one file and the associated play schedule to the electronic video playback device which is associated with the local service area and which is part of the cable television network,

wherein the electronic video playback device is programmed to play the at least one file as video programming over the network channel according to the associated play schedule and otherwise pass the network channel carried network broadcast programming over the network channel whereby local non-live content play scheduling may be centrally managed for multiple local service areas and may be independently controlled from local service area to local service area.

8. The system of claim 7 further comprising:

an addressable content delivery network connecting the central management facility with the electronic video playback device.

9. The system of claim 8 wherein addressable content delivery network is independent of the cable television network.

10. A system for centrally managing localized programming in a cable television network, the cable television network including a headend, distributed cable television signals originating at the headend and the headend receiving content for distribution from a content source, wherein a plurality of local service areas are served by the headend and each has a channel lineup including a network channel carrying network broadcast programming, the system comprising:

a plurality of electronic video playback devices each being associated with a local service area; and

9 a central management facility for receiving non-live content, for
10 processing the non-live content to create at least one file and an associated play
11 schedule, and for distributing the at least one file and the associated play schedule
12 to the electronic video playback devices which are associated with the local service
13 area and which are part of the cable television network,
14 wherein the electronic video playback devices are programmed to
15 play the at least one file as video programming over the network channel according
16 to the associated play schedule and otherwise pass the network channel carried
17 network broadcast programming over the network channel whereby local non-live
18 content play scheduling may be centrally managed for the plurality of local service
19 areas and may be independently controlled for each local service area.

1 11. The system of claim 10 further comprising:
2 an addressable content delivery network connecting the central
3 management facility with the electronic video playback devices.

1 12. The system of claim 11 wherein addressable content delivery
2 network is independent of the cable television network.